

# PATENT INSIGHTS: OBESITY AND WEIGHT MANAGEMENT

The COVID-19 pandemic has accelerated consumer interest in weight management. Patent activity for ingredients that prevent/treat obesity is also buoyant.



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# Report Content



- At a glance
- Mintel's perspective

## WHAT CONSUMERS WANT AND WHY

- Obesity: a risk factor for COVID-19 severity
- Consumers have become more concerned about obesity as a result of the pandemic
- Consumers are interested in various weight managing food products to help them achieve weight-loss success

## PRODUCT INNOVATION TRENDS

- Nutritional & meal replacement drinks and VMS launches dominate products with slimming claims
  - Graph 1: % of food, drink and vitamin & dietary supplement launches with a slimming claim, top sub-categories, 2016-21
- Food and drink launches offer a range of ingredients claiming to support weight management

## THE PATENT LANDSCAPE

- Patent publication activity related to food and drinks for obesity and weight management
  - Graph 2: patents related to food & drinks for obesity & weight management, published each year, 2011-21
- South Korea is the leading country for obesity and weight-managing patent grants in food and drink
- South Korean academic institutions outshine others, holding the majority of active\* patents for obesity and weight management
  - Graph 3: top 10 organisations with currently active\* patent families for obesity- and weight-managing food & drinks, 2021

### Managing gut health to overcome obesity

- Gut microbiota and weight management
- Examples of probiotic-based food and drinks claiming to help weight loss
- Probiotics have further potential for weight management via improving gut microbiota
- Launches including prebiotic blends to support weight loss
- Dietary fibre can help reduce body weight via suppressing lipid accumulation

### Use botanicals to maintain optimal weight

- Herbal product launches for weight management
- Botanical ingredients may play a significant role in fat burning metabolism to overcome obesity
- Fermented food and drink launches also offer weight-loss support
- Fermentation and its implication on weight management

# Patent insights: obesity and weight management

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## Leverage low-calorie alternatives for weight loss

- Low-calorie food and drink launches suitable for weight loss
- A number of patents look at reducing sugar content as a low-calorie strategy to help prevent obesity
- Looking at low-carb and fat-suppressing alternatives for weight management

## THE IMPLICATION

- There is opportunity to prioritise gut health and low-calorie alternatives to combat obesity and help weight management

## APPENDIX

- Research methodology
- Key obesity- and weight-management food and drink patent examples
- Shape your future with Mintel bespoke patent analysis

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